



**Latino Theater Company**

514 S. Spring St., Los Angeles, CA 90013-2304

(213) 489-0994 • fax (213) 489-1851 • info@thelatc.org • http://thelatc.org

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December 11th of 2012

Los Angeles City Council  
200 North Spring Street  
Los Angeles, CA 90012

Dear Los Angeles City Council members,

The Peruvian Community proposes to designate the first Peruvian geographic area in Los Angeles, to be named "Peru Village" for Peruvian-Americans living in Los Angeles and for future generations. With this letter, I affirm my support for this recommended area that already has well-established businesses in the section of Vine Street between Melrose Avenue and Sunset Boulevard.

The naming of geographic spaces in a city is one of the fundamental ways to express cultural values of a community. The inclusion of the Peruvian Community of Southern California, both culturally and geographically is a win-win proposition for this cosmopolitan City of Los Angeles. The Latino Community is the fastest growing group in California. The contributions of the Peruvian Community to the California economy includes expertise and talents across different sectors. These assets include gastronomy, sports, the arts and sciences, cinematography, medicine, construction, transportation, and a multitude of small businesses. Aside from economic endeavors and enterprises, the Peruvian Community contributes in cross-cultural and religious expressions that have become a part of the City of Los Angeles' traditions.

I believe that "Peru Village" will be a magnet for tourism, and can contribute towards the revitalization of the section of Vine Street, between Melrose Avenue and Sunset Boulevard, as well as the surrounding communities, and the US economy. Obtaining the "Peru Village" name will be an important step for this community and an opportunity to promote Peruvian Culture, Cross-Culturalism in this ever-growing Kaleidoscope in Los Angeles, and to bring new investments and possibilities to the proposed area.

For these reasons, I fully support the "Peru Village" initiative, and hope that your Districts will welcome the cultural inclusion of the thriving and hard-working Peruvian Community.

Sincerely,

Jose Luis Valenzuela  
Artistic Director, Latino Theater Company, Los Angeles Theatre Center